

## ORDER



KSDK

**Orders**  
**Order / Rev:** 720955  
**Alt Order #:**  
**Product Desc:** 10/9-10/10  
**Estimate:** 12383  
**Flight Dates:** 10/09/12 - 10/10/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** Political

**Primary AE:** Local House  
**Sales Office:** KSDK  
**Sales Region:** LOC

**Agency**  
**Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Enyart,B / D / Congress (DCCC)  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	12	\$12,150.00	\$10,327.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$12,150.00	\$10,327.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$12,150.00</b>	<b>\$10,327.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	10/09/12	10/09/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$500.00		0.00			
N 2	KSDK	10/09/12	10/10/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-11----	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-11----					2	\$675.00		0.00			
N 3	KSDK	10/10/12	10/10/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$450.00		0.00			
N 4	KSDK	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$750.00		0.00			
N 5	KSDK	10/10/12	10/10/12	M-F 4P News News 5 at Four	CM	4-430P	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$600.00		0.00			
N 6	KSDK	10/09/12	10/09/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$1,000.00		0.00			

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 Estimate: 12383

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	KSDK	10/10/12	10/10/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W----		1		\$1,100.00		0.00				
N 9	KSDK	10/09/12	10/10/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-11----	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-11----		2		\$1,500.00		0.00				
N 10	KSDK	10/10/12	10/10/12	Wed Prime B Law & Order: SVU	CM	8-9P	--W----	:30	1	\$2,200.00	P-3	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W----		1		\$2,200.00		0.00				
N 11	KSDK	10/09/12	10/09/12	LN (M-F) LN (M-F)	CM	10-1035p	-T-----	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-T-----		1		\$1,200.00		0.00				
Totals													12	\$12,150.00